

6 June 1977

MEMORANDUM FOR: Deputy Director for Administration
THROUGH: Associate Deputy Director for Administration
FROM: [REDACTED]
Chief, Management & Assessment Staff, DDA
SUBJECT: Summary of Comments Received in the
DDA Exchange Reader Survey

1. As you requested at the May 20 meeting of the Exchange Executive Board, we have prepared a summary of suggested topics and of comments/suggestions received in the reader survey. They are listed as follows:

SECTION I Proposed Articles

SECTION II General Suggestions

SECTION III Comments/Suggestions

2. I would like to distribute copies of these to each of the Offices for their use. Would you want to pass these out to the Office Directors at one of your morning meetings or would you prefer that I send a copy directly to the senior editor of the Office?

STATINTL

Attachments:
Reader Survey Summary As Stated

SECTION I

DDA EXCHANGE READER SURVEY

PROPOSED ARTICLES

Source of
Article

Subject

ODP

- ADP in DDA (including pros and cons of computer support)
- Role of minicomputers in Agency
- Control of ADP boom under a money crunch

OF

- OF role overseas

OL

- Headquarters Physical Plant
- Energy conservation in Agency
- Procurement Division functions
- Selection of contractors/awarding of contracts

OMS

- Agency Alcoholism Program

OP

- Retirement system
- Profile of new employees

- Central Processing Branch
- Proposed and actual changes in employee benefits
- Employment of handicapped
- Vacancy Notices
- Follow up article on Morale Survey
- Applicant processing
- Suggestion Awards (including what types of suggestions are needed?)
- Recruiter article
- EAA; similar people-oriented topics
- "Double Dippers" in CIA
- Success of recent publications (e.g., Silver Recruiting Brochure)

OS

- Enforcing regulations on security breaches
- Trials and tribulations of SACS
- More articles on Security

OTR

- An article about Center for Studies in Intelligence

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- Career Training Program
- Unique training courses
- Writing skills

Recapitulation of Suggested Topics (Cont'd)

O/DDA

- DDA support of Intelligence Community Staff

EO

- Explanation of Directorate policy decisions

AI

- Congressional oversight and its effect on DDA

SSA

- DDA support to overseas stations

CMO Staff

- Mid-level rotation
- Career management
- Advancement of women in DDA (With DDA/EEO Staff)
- Promotions, headroom and associated problems
- Comparison of various M Career subgroups in regard to intent of DDA Personnel Handbook

EEO Staff

- EEO--Overkill?
- EEO lack of progress in certain areas
- Project AIM
- DDA experience with EEOC, FEPC, Upward Mobility quotas, etc. -- positive and negative points

Budget Staff

- Zero-Based Budgeting

ADMAG

- DDA/MAG: Effectiveness, issues

Recapitulation of Suggested Topics (Cont'd)

ISAS

- Problems of document or record destruction
- Implementation of declassification requirements

IPS

- FOIA/Privacy Act backlog, problems of legal compliance, etc.

DDA General

- Services available within DDA (which may help other DDA'ers do their job better)
- Field office workings
- Personal assistance available from OP, OS, OMS, EEO, OGC: a consolidated article
- Impact of recent overseas cutbacks
- DDA interface with other CIA Offices

Non-DDA

- Fine Arts Commission (FAC)
- Map Service (DDI/OGCR)
- Interview with Admiral Turner
- Cafeteria: prices, plans, etc. (Cafeteria Committee)
- Use of Library (DDI/OCR)
- Review of [REDACTED] Trial (when completed) (OGC)
- Analysis of what is fact and fiction in [REDACTED] letter (IG)
- Assessment of DDA support from non-DDA components
- Senate and House investigations/oversight (OLC)
- Code of conduct; current social mores

SECTION II

DDA EXCHANGE READER SURVEY

GENERAL SUGGESTIONS

- Should the DDA have its own overseas slots?
- Consolidated list of job vacancies within DDA
- Parking; why not a tunnel from West Lot?
- A survey providing statistical information reflecting amount of time expended by Office Directors with employees in grade GS-13 and below.

SECTION III

DDA EXCHANGE READER SURVEY

COMMENTS/SUGGESTIONS

1. Exchange is too self-laudatory and self congratulatory; several articles not sufficiently informative; lack of relevance of some articles (e.g., CB articles).
2. Articles usually have poor openings; stories overly wordy; too many grammatical errors; too much "governmentese."
3. Widen distribution; emphasize availability to personnel of all grades in DDA; place back issues in CIA Library.
4. Change to standard size (8 x 10-1/2); reduce amount of white space (use complete page); lessen appearance of "slick" publication.
5. Pictures need captions; better relationship of pictures to articles; art work should be included; add pictures of authors; too many pictures of management; too many meaningless shots.
6. Should discuss problems and difficulties of DDA Offices as well as success stories.
7. Solicit articles from outside of DDA.
8. Widen scope and circulation to become Agency publication.
9. Suggestions for recurring articles; story series, or regular columns or sections include:
 - a. Announcements of promotions, awards, etc.
 - b. Senior assignment changes.
 - c. An occasional article featuring a mid- or lower-level employee.
 - d. New or approved systems (regardless of Office of origin).

- e. Guest article from outside DDA (IG, OGC, Comptroller, RI, etc.)
- f. Articles from other Directorates.
- g. Explanations of pending legislation which would be of interest to Agency personnel.
- h. Case histories/classic support cases--also unusual happenings overseas.
- i. Reader contribution column; reader question and answer section.
- j. Profiles/interviews of Office Directors.
- k. Brief reports from committees and task forces within DDA.
- l. Updates on previously reported systems (SACS, SAFE, GAS, ETECS).
- m. A pros and cons section.
- n. Announcements and explanations of organizational changes (OC Personnel to DDS&T; DDI reorganization; IC Staff).
- o. Articles which augment skills: A "how-to" approach.
- p. Articles by DDA careerists serving in non-DDA components.
- q. Consolidated list of job vacancies within DDA.
- r. Feature articles that relate to each component in all Directorates.
- s. Articles from other members of Intelligence Community on what they are doing.
- t. "Dream" articles, such as where an Office is going (rather than the already accomplished).
- u. Articles authored by DDA and Office Directors on managerial style, philosophy, plans.
- v. Success stories of employees who have worked their way up from clerical to professional positions.
- w. Proposed HR revisions.

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DDA EXCHANGE READER SURVEY

Each reader of this issue is requested to take a few minutes to answer the following questions. Your responses will help the Editors evaluate the acceptance and usefulness of Exchange. Please fold the completed survey form and staple it so the address on the reverse side shows, then forward it through internal mail. Survey responses should be mailed by 13 May 1977. Results of the survey will be included in a future issue of Exchange.

Please circle the letter corresponding to the most appropriate answer.

1. How much of Exchange do you normally read?
 - a) All articles b) Most articles c) An article or two d) Usually don't read it
2. To what degree has Exchange increased your understanding of the Directorate?
 - a) Very high b) High c) Moderate d) Low
3. How do you rate Exchange as a source of information?
 - a) Excellent b) Good c) Poor d) Very poor
4. In what ways is this information useful to you? (Circle all which apply.)

a) As applies to your job or Office activities	b) As applies to your career development	c) As background information	d) Other: _____
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5. Do you feel the average length of the publication is:
 - a) too short b) about right c) too long
6. Would you prefer that Exchange be published:
 - a) more frequently b) as is [quarterly] c) less frequently d) not at all
7. What is your opinion of the general quality of Exchange? (writing style, readability, conveyance of message)
 - a) Very high b) High c) Low d) Very low
8. What topics or subject areas do you suggest for future publication?

9. Please add any comment or suggestion pertaining to the publication of Exchange.

10. Please check one item in each of the following categories:

Your grade: GS-14 or above _____ GS-10 thru 13 _____ GS-9 or below _____

Office of Assignment: OC _____ ODP _____ OF _____ OL _____ OMS _____ OP _____ OS _____ OTR _____ O/DDA _____ Other _____

(PLEASE FORWARD COMPLETED RESPONSES BEFORE 13 MAY 1977.)



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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DDA EXCHANGE READER SURVEY

FROM:

DDA/M&AS
7C18, Hqs.

EXTENSION

NO.

DATE

4 May 1977

STATOTHR

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

2.

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12.

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14.

15.

Enclosed is the
second week's take of:-- Survey responses from
readers assigned to your
office,-- Suggested topics
and Suggestions/Comments.By COB 4/29/77, 181
responses were received
with the following office
designations:

OC	-	18
ODP	-	9
OF	-	13
OL	-	21
OMS	-	5
OP	-	33
OS	-	21
OTR	-	10
O/DDA	-	10
Other	-	41

Approximately 45% of
respondents are GS-14 or
above; 35% are GS-10-15;
20% are GS-9 or below.*Copy sent to all Senior
Editors.

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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

EXCHANGE SURVEY RESULTS - First Week

FROM:

DDA/M&AS
7C18 HQS.

EXTENSION

NO.

DATE

27 APRIL 1977

STATOTHR

TO: (Officer designation, room number, and building)

DATE

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

RECEIVED

FORWARDED

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Enclosed are Exchange Reader Survey responses received by COB 23 April from readers assigned to your office. Also enclosed are rough lists of

(a) comments/suggestions, and

(b) suggested topics, from the first week's take.

These early results are forwarded for your information only; MAS is keeping a tally of the responses and will furnish each Senior Editor with a completed report of the survey in late May.

*Sent to
senior editors*



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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DDA EXCHANGE READER SURVEY

FROM:

DDA/MQAS
7C18, HQS.

EXTENSION

NO.

DATE

18 FEBRUARY 1977 STATOTHR

TO: (Officer designation, room number, and building)

DATE

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

SENIOR EDITORS

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Attached for your information is the approved version of the Exchange Reader Survey along with our memo to the DDA which explains the survey's purpose and construction. We plan to arrange a meeting of Senior Editors in mid-May to discuss the responses we receive.

STATINTL